

The ROYAL STANDARD

THE LIPPARD OF THE

NOV 17 1925

UNIVERSITY OF ILLINOIS



We Want a TOUCHDOWN!

Talking about exciting moments, one of the most strenuous and breath-taking in our young career occurred last Saturday at the New York Polo Grounds during the Cornell-Columbia football game. Picture for yourself this situation. There were but five minutes left in the last quarter. Columbia led 13 to 10, but a magnificent Cornell offense had rolled Columbia back to its ten-yard line, in the shadow of its own goal post.

Here the line held. First down, second down, third down, failed to yield more than a total of four yards to the crashing plays that had brought Cornell almost to a score. There was just one down left—and six yards to go—it was either *make it* or give up the ball and all chance of winning the game. The stands were in a pandemonium. Somebody pounded our shoulder and crushed our hat—but we didn't care, as we roared with the rest of the frenzied fans—*"We want a touchdown!"*

Now, we're saying to you, quarterbacks, halfbacks, linemen, fighting the Royal game—we want a touchdown.

The year has rolled through with a series of magnificent records. Royal has been leading all the way. As sporting parlance has it—we have reached the "crooshul" moment.

There are but two months to go—the traditional "two minutes to go" of football. You have crashed through "line" after "line" of past records. You have tackled and mastered defense and defense of competition. You have run rough-shod over opposition, taking advantage of a dry field and good commercial weather. What can you do now you are in the shadow of the goal posts? Will it be a "touchdown"?

November and December are crucial—vital, if you will. Some wonderful sales records have been made in past years in these two months, and these must be overcome to properly crown a year which has been composed almost entirely of record-breaking months, as 1925 to date has.

The Opening Gun of the New Advertising Series



TYPEWRITERS

They DO run easier ... and besides compare the work



Secretary to Gen. J. G. Harbord, formerly Chief of Staff, U. S. Army, President The Radio Corporation of America, leader in international radio telegraph, marine radio, and in broadcast transmission and reception.

"I enjoy using the Easy Writing Royal Typewriter because it DOES run easier."
Mary Millea

ROYAL
TYPEWRITER CO., Inc.
316 BROADWAY
NEW YORK

This advertisement will run in larger form in every branch office city in the Royal Organization.

It tells a story about the Royal Typewriter which is effective because it is powerful and powerful because it is true. The statement that the Royal Typewriter does run easier can have no better support than the open statement of Miss Millea, Secretary to General Harbord, that this is so.

Other advertisements of a similar nature will follow and cuts for dealers are available should they desire to use them locally.

These advertisements are simple, direct and attractive, and their layout is such that they actually own the newspaper page on which they appear.

Even mediocre and average work these last months will enable us to break past years' records, but that is not our aim. We are not satisfied with a field goal when we are under the goal posts already. *We want a touchdown.*

With business conditions

—with the organization better than ever—with the Royal Typewriter better than ever, we have an unbeatable team. If you have been tackled now and then, if you have not gained ground the way you expected to, if Fullback Dis-

appointment has occasionally set a foot upon your neck, forget it—or rather remember it—and crash through with the rest of the team on these last two downs for a record.

WE WANT
A TOUCHDOWN!

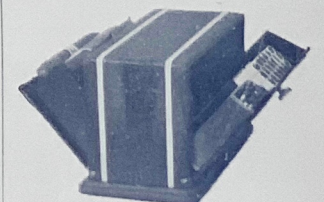
Come on, YOU—Get M. A. D. in November

This is for men who feel that they can make the M.A.D. Club in November. It is written expressly for them and presents an opportunity which is unusual.

We are offering to each man who makes the M. A. D. Club in November a real Smo-Kit for his desk or library table. The Smo-Kit is a very handsome article just newly on the market and is mighty useful as well as ornamental. Finished in crystallized maroon or green enamel, it is constructed of matter and design to act as a humidifier for cigars and cigarettes which are placed in it. It contains a removable ash tray and a place for matches, thus it puts all the smoker's objects at his finger tips and is extremely handy as well as ornamental.

Do you want one of these? We are offering them as a little inducement because it is a matter of pride with us to have the biggest M. A. D. Club this month that we have ever recorded in the Royal Standard. Big, individual records are necessary to make big organization records, and you can help us best by "making" the M. A. D. Club. We hope to see a big list of Smo-Kit winners when the first of December rolls around.

The M. A. D. Club in October gained four new members, and in all showed over half a hundred repeaters. The Club is growing in size month after month, and is bigger now than it has ever been in its history. It is the honor regiment of the typewriter industry, and its members represent the highest type of salesmen of the Royal Ranks. In November we expect even a bigger member list. Will you be among those present?



ROYAL PROMINENT IN NIGHT VIEW OF GREAT WHITE WAY



The picture above is very interesting to the Royal Typewriter Organization because it was syndicated to rotogravure sections throughout the country and carried prominently there in the foreground the Royal Typewriter spectacular sign.

It was taken during the recent Aerial Circus staged at Mitchel Field, N. Y., and it was the first night flight over New York where pictures were taken of the Great White Light District and the aero-

planes above it by night. Lieut. Barksdale, after illuminating the sky about him with flares, dove 12,000 feet and did a series of startling stunts, while multi-colored magnesium flares lighted up the whole Rialto district.

Our photograph does not show the flares for lack of space, but we were anxious to show how prominently the Royal Typewriter Sign held its own in the first night aeroplane photograph of New York.

OUR LIVE CANADIAN ORGANIZATION



Mr. Montgomery

The Canadian sales organization is coming into its own. In October, it turned in one of the best months in years. The boys are fighting tooth and nail to Royalize Canadian business—a hard uphill fight, but with such inspiring leaders as W. J. Montgomery at Montreal, G. W. Randall at Toronto, and T. G. Lewis at Ottawa, it will not be long before the Royal Typewriter will be accepted as a standard tool of Canadian business efficiency.

Montreal put over one of the largest months it has ever had. Mr. Montgomery's ambitions to see Montreal in the lead have been realized. His inspiring talks and letters are revitalizing the entire Montreal sales force. Mr. Ray, the key man for October, is going to have a tussle on his hands during November—his fellow salesmen are jealous of his crown—it's going to be a great race to watch those Montreal boys heading across the field for the first touchdown—we want every man to make a touchdown.

We don't think Toronto under the leadership of the genial "marcel wave" Randall is going to stand by and watch Montreal pile up a big score. With a backfield consisting of Randall, Holmes, Black and Canning, we can expect a real Notre

Dame onslaught upon the typewriter business in Toronto.

Watch Ottawa, the dark horse, step out in front during November. The team of Lewis and Mitchell must bear careful watching—they're out to score a record sale during November. We're pulling for you, Ottawa, in fact we're pulling for the entire Canadian organization to smash all records during November.

Mr. Holmes has included in his repertoire, a few selections on orders.

Mr. Newland is quite generous with his smokes since acquiring that new monogrammed cigarette case. We hope he doesn't lose it.

THIS LOOKS LIKE A SNAPPY CONTEST

Why didn't you tell us about it, boys! It has just come to our ears from another source that the organizations of Russ and Ralls on the coast are again at sword's points—this time in a contest to last three months—October, November and December.



Mr. Ralls



Mr. Russ

It is based on total machines billed. Mr. Russ' San Francisco crew drew first blood, but we have it on reliable information that our rip-roaring stars in the movie city are working hard to even up the score in November. We are sure the entire organization will follow this duel with a great deal of interest.

A three cornered fight is also being staged between Minneapolis, Cincinnati and Milwaukee. In October only a machine or two separated the standings of these three evenly matched competitors.

Partee, Platz and Bailey are three live-wires with true competitive spirit. They should provide another series of sales fireworks in their three-cornered tussle.

MIGHT HAVE KNOWN IT WAS A ROYAL!

Miss Jean J. Ruppel of the S. P. F. Wood Preserving Company of New York had occasion to write one of the leading New York newspapers for some information, and she was good enough to send your editor a copy of the reply which was published:

"Before I touch upon the topic contained in our latest contributor's letter, I must say I wish all our constituency could see what a very perfect piece of execution it is as to typing. The clean-cut type, perfect margins, etc., are all quite beyond criticism, even of a very fussy critic."

Miss Ruppel writes us—"Inasmuch as my letter was written on a Royal Typewriter, I thought these comments might be interesting to you."

They are! Out of such stuff was created the Royal slogan "COMPARE THE WORK." When the busy editor of a cosmopolitan daily deigns to notice the manner and appearance of a typed letter, you may be sure that it was above the average.

NO, SIR—DON'T MEAN MAYBE
(Sing to the tune of the popular ballad, "Yes, Sir, That's My Baby")

Just got back to Gotham Town after traveling up and down
This great big United States of ours.
Got a line on "bizz" condition—saw you trimming competition.
Boys, this Royal's rolling fast right now.
Yes, Sir—we're out gunning,
Yes, Sir—got 'em running—
Things are coming all our way.
Yes, Sir—this is Fall, boys,
Best months of them all, boys,
Don't lose time, boys—make your hay.
Here's your chance—
Your big chance—
Make a clean-up—strike the big "pay."
Come on, you're invited,
Don't be undecided,
Royal's winning—get your share.

JACKSON DRAWS A CROWD

Mr. J. Tom Jackson, Manager of the San Antonio Office, forwards us this picture taken during the recent and lately demised World Series. Its results were a matter of high pitched interest in San Antonio because all Texans are naturally good sportsmen.

Mr. Jackson capitalized very cleverly upon the wide spread desire to get returns as soon as possible by installing a Radio in the Royal Office

and inviting anyone who would to come and listen to the official broadcast of the games.

People crowded to the Royal Store every day of the Series and as a result Mr. Jackson built up a lot of friendliness for the Royal.

Mr. Jackson is the gentleman standing on the running board of the Rolls-Royce Sedan standing in front of the Store.



SERVICE CONTEST FOR SEPTEMBER, 1925

DIVISION No. 1

"Chicago the Leader"

It is a pleasure to announce that Mr. Tomek, Foreman at Chicago, led his Department to the top place during the month of September. Chicago has made first place three times so far this year—and there are three months to go.

Our Dallas Service Department made a very good showing during September and earned second place. Mr. McCarthy, our Foreman at that point is aiming for the top place before the year ends.

Boston, another first rate Department, is due for third place honors. Mr. Johnson is always trying and looking up.

Every District Branch Service Department, except Portland, earned their star during September!

Below is a list showing the respective standing of each Department:

- | | |
|------------------|----------------------|
| 1—Chicago 9* | 11—Atlanta 7* |
| 2—Dallas 5* | Hartford 7* |
| 3—Boston 8* | Philadelphia 7* |
| 4—Detroit 9* | Washington 5* |
| 5—Pittsburgh 8* | 12—Minneapolis 9* |
| Cleveland 9* | 13—Los Angeles 5* |
| 6—New Orleans 9* | 14—Baltimore 7* |
| 7—Buffalo 4* | 15—San Francisco 3* |
| 8—Louisville 6* | 16—Cincinnati 6* |
| 9—St. Louis 9* | New York 4* |
| 10—Kansas City | 17—Indianapolis 6* |
| | 18—Portland, Ore. 1* |

DIVISION No. 2

"Springfield, Mass., Winner"

Mr. Trerice who cares for our Service at Springfield, Mass., has earned first place for September. Mr. Trerice was forced to use his two weeks vacation for a complete rest, his health not being up to the usual standard. He rested and then came back and made September a record month. We assume that his health is above normal now.

Our South Bend Service Department under the leadership of Mr. Hudon earned second place. It was only a few months ago that he copped first place!

Mr. Ormsby, our Foreman at Evansville, made a big bid for high honors and made third place. Keep up the good work.

Below is a list showing the respective standing of each Department:

- | | |
|-------------------------|-------------------------|
| 1—Springfield, Mass. 5* | 23—Erie 2* |
| 2—South Bend 2* | 24—Jacksonville 4* |
| 3—Evansville 1* | Johnstown 1* |
| 4—Denver 2* | 25—Seattle 1* |
| 5—New Haven 4* | 26—Columbus 2* |
| 6—Birmingham 9* | 27—Springfield, Ill. 5* |
| 7—Newark 6* | 28—Akron 2* |
| 8—Providence 2* | 29—Grand Rapids 3* |
| 9—Bridgeport 9* | 30—Memphis 2* |
| 10—Bangor 4* | 31—Wichita Falls 1* |
| 11—Fort Worth 1* | 32—Omaha 2* |
| 12—Dayton 3* | 32—Davenport 3* |
| 13—St. Paul 3* | Scranton 3* |
| 14—Little Rock 3* | 33—Fort Wayne 2* |
| 15—Harrisburg 7* | 34—San Antonio 4* |
| 16—Toledo 4* | 35—Wichita Falls 1* |
| 17—Worcester 4* | 35—Albany 2* |
| Des Moines 5* | 36—Peoria 2* |
| 18—Portland, Me. 2* | Rockford |
| 19—Youngstown 5* | 37—Houston 2* |
| 20—Richmond 5* | 38—Wilmington |
| 21—Oakland 3* | 39—Waco |
| 22—Rochester 3* | 40—Fresno 3* |
| Duluth 3* | |

CANADIAN SERVICE DEPARTMENTS

Month of September, 1925

"Toronto—100 Per Cent."

Our Toronto Service Department, during the month of September, earned better than 100%. Mr. Edwards our Foreman at that point is responsible for this good work.

Montreal second and Ottawa a poor third.

- | | |
|--------------|---------------|
| 1—Toronto 2* | 2—Montreal 1* |
| 3—Ottawa 3* | |

DEALER NEWS

This news just arrived in time—Mr. Wattell is the salesman who made the September M.A.D. for Daytona Book & Stationery Company, Inc., Dayton, Florida. We are told that he will make an attempt to repeat before December 31st.

Congratulations — October 19th will be celebrated hereafter in the home of Mr. and Mrs. Carl A. Gustafson as the birthday of Evelyn Elizabeth. Our dealer at Marquette, Michigan, has enlarged his chest expansion.

During last month we had the pleasure of shaking hands with quite a few Royal dealers who paid us a visit at 316 Broadway, New York City. Mr. W. W. Prior, Trenton, New Jersey; G. L. Larkin, Utica, New York; G. R. Abell and Mr. Squires, his new Typewriter Department Manager, Poughkeepsie, New York; C. R. Allen, Watertown, New York and Mr. H. G. Bancroft, of York, Pennsylvania.

If you should happen to see some smoke curling up in the air in the direction of Columbus, Georgia, you will know that Mr. H. C. Stewart our dealer is hot after orders. He has been making some fine records in his territory and has asked us to "Watch his Smoke"—thus the above warning.

We were about to inquire "What happened to Reading, Pennsylvania?" but along came the Standard Typewriter Company and made 100 per cent of their quota for October. Reading is still on the map.

More Typewriter veterans join the Royal ranks. Royal dealers join us in wishing every success to the following parties who have been appointed Royal Dealers:

- Taylor Paper Company, Prove, Utah
Everett Fletcher T. W. Co., Ogdén, Utah.
Typewriter Shoppe, Augusta, Ga.
Royal Typewriter Agency, Billings, Mont.
Mr. F. A. Preston, Bainbridge, Ga.
The Old Dutch Company, Mobile, Ala.
The Gettman's Shop, Norfolk, Neb.
Mr. J. Bart, Quebec, Canada.
Watch the Honor Roll for the appearances of the above names.

Mr. E. Frank Winfield, is making some records this year. The Honor Roll shows that he has made 100 per cent of his monthly quota six times this year. His volume of sales is ahead of any record made by him during the past years. Keep up the

DEALERS MAKING M.A.D. FOR SEPTEMBER

- Mr. S. D. Hendley
Mr. H. G. Bancroft
Daytona Book & Stationery Co.
Mr. J. E. Gaffaney
Mr. J. C. Good
Mr. R. R. King
Mr. H. E. MacArthur
Mr. Frank Myers
Mr. R. G. Nichols
Mr. R. N. Pound
Mr. G. A. Pearce
Mr. W. W. Prior
Mr. H. J. Roof
Mr. R. N. Swadener

Over the Line for Another Touchdown



The stands cheer as another victory is recorded for Royal dealers. For those who have lost count of the Royal victories, we repeat that ten games have been won by our aggressive team. The games against April, May and June, were won, but by a closer margin than when we played them last year. The games against January, February, March, July, August, September and October were overwhelming victories.

Just before the game with October business, we heard some pessimist say that our team did not have a chance against such players as Quota, Competition, Excuses, and Bad Weather, but nevertheless our team smashed through the line time after time for big gains.

good work and congratulate your salesmen for us. "Mac" and "Beau" of the Nebraska Typewriter Company, have overheated fountain pens. The cause is due to getting so many orders during the last few months. By the time December 31st rolls around their fountain pens will be so hot they will have to throw them in a pail of cold water.

To our friend, C. Elmer Anderson, Pasadena, California—Thanks for the large order received just as we go to press.

The Kirkpatrick Company of Nashville, Tennessee, is another dealer who has been signing up a number of large Royal users. Brewington Typewriter Company, H. G. Bancroft and Loren E. Spiece are well known by our National Accounts Department.

Our dealer at Canton, Ohio has sent out the following Mimeographed letter to the typewriter users in his territory.

Have You Seen "Ray?" Well you have at your service—we feel safe in saying the highest as well as the highest salaried typewriter mechanic in the State. We call Ray "THE TYPEWRITER WIZARD"

tober business, we heard some pessimist say that our team did not have a chance against such players as Quota, Competition, Excuses, and Bad Weather, but nevertheless our team smashed through the line time after time for big gains. The snapshot shows Pound & Moore going over the line for 100 per cent, which was one of the thirty-eight touchdowns made by the Royal players in this game. It will be noticed, that Quota, Competition, Excuses, and

A crippled typewriter is as irritating as a detour sign but keep sweet and call Hem. 2225. This long fellow is a short time getting there, furthering the "Benson Quick Service" plan. It makes Ray no differ bitterness how tough the job or what kind of a typewriter. Old man Benson "myself" hopes he gets stuck so I have to help him out.

Let us show you the latest model Royal typewriter, we are exclusive dealers for this county. After you "Compare the Work" you will choose the Royal and

"END THE DAY WITH A SMILE" BENSON TYPEWRITER COMPANY

On the left hand margin of this letter Mr. Benson has sketched the famous service man, which makes his letter very unique.

Has anything happened to Fayetteville, Arkansas? Perhaps Patterson-Blair have been kidnaped?

We extend our apologies to Mr. Larsen and Mr. Johnson of the Chicago Office for the omissions which occurred on the Chicago Office list of the M.A.D. Club in the October STANDARD.

This error has been corrected in this month's STANDARD, to the mutual satisfaction, we hope, of both parties concerned.

Bad Weather could not stop our men. "Royal" Davis who hails from Colorado Springs "Miami" Duell of Florida, "Warrior" Prior and "Hurricane" Roof made touchdowns in each game played this season and are the "four horsemen" of our backfield. They were well supported by the wonderful defense and interference of their team-mates who opened big gaps in the lines of the opposing teams through which the big gains were made.

Happy, Though Married



Mr. and Mrs. Frank Patty

Our remaining games are against November, and December, two of the teams which usually give our team a good battle. We expect all Royal players to get out their order pads, fountain pens, and other football accessories and get into the game.

Our boys at the Factory College are giving their support and are rooting for our team to win. Let's roll up big scores and complete the season of 1925 with no defeats.

The gentleman in the picture is none other than our own Frank Patty of Austin, Texas, to whom Royal Dealers and the Organization generally need no introduction. In the new role as husband of the charming lady at his side in the picture, Frank is distinctly a "new man." In his letter sending us the picture and the good tidings of the wedding which took place in September, Mr. Patty enclosed an order for a bunch of Royal typewriters, and warns us that he is going to make Royal business good in Austin.

Frank, your friends at Headquarters congratulate both yourself and the bride, and wish you unmeasured happiness and prosperity.

DEALERS' HONOR ROLL

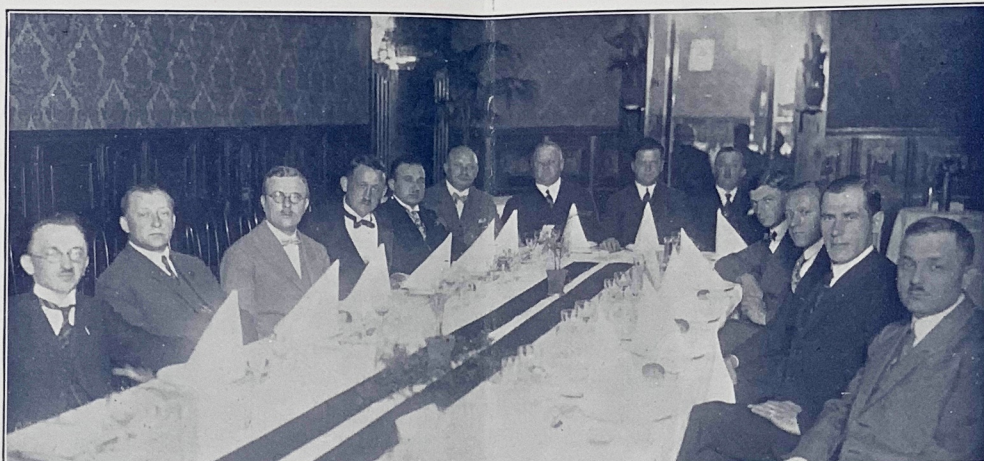
- J. Bart
Crosby-Mook Typewriter Exchange 4*
Roy A. Davis 10*
Daytona Book & Stationery Co., 8*
J. C. Duell Sales Company 10*
William Dunning 3*
C. L. Eicholtz 5*
Ervin Typewriter Exchange 4*
Fergus County Democrat
Gerrie Press 3*
B. M. Gragg 6*
Grant's Typewriter Exchange 3*
Idaho Typewriter Exchange 4*
John I. Kerr 3*
Kirkpatrick Company 5*
C. C. & H. C. Macomber 5*
R. P. Mathews 3*
Nebraska Typewriter Company 2*
Naegle Printing Company 4*
A. G. Packard 7*
Parker's Book & Music Store 7*
E. N. Pattillo 6*
Paxton Typewriter Company 5*
George A. Pearce 7*
Pound & Moore 6*
Preston Typewriter Company 4*
Walter W. Prior 10*
Pueblo Typewriter Exchange 2*
J. E. Richardson 8*
H. J. Roof 10*
J. E. Rugen 4*
Loren E. Spiece 6*
Standard Typewriter Company 2*
H. C. Stewart 2*
The Tacoma Stationers 5*
Typewriter & Service Supply Co., 7*
Typewriter Shoppe
E. Frank Winfield 6*

Josef Foist Holds a Dealer Convention

At the Sample Fair recently held in Czechoslovakia's capital city, Prague, the Royal was very well represented by Mr. Josef Foist, the Royal dealer for that country, who saw to it that the Royal, together with a number of other American products that he represents, was fittingly displayed in a well located and nicely arranged booth.

Mr. Foist considered the time during which the fair was being held an appropriate one for a meeting of his numerous representatives and sub-agents. There were, of course, a few who were unable to be present, but the gathering that was held was very representative of Mr. Foist's country-wide organization.

During the Convention at Prague,



Uzhorod; Jan Dostalek, Pardubice; H. Hejman, Bratislava; Wenzel Drasky, Pilsen; A. Mazanek, Brunn; A. Smatlak, Brunn; Josef Foist; Alois Foist, Prague; R. Reindl, Aussig on the Elbe; Franz Konecny, Ostrau; Karl Matous, Budweis; J. Lozinsky, Southwestern Bohemia; Josef Jangl, Kolin. It was regretted that Mr. Engelhardt from Kosic; Mr. Jaburek, Eger and Mr. Bohm, Reichenberg, were unable to be present at the banquet.

Mr. Foist discussed matters of general interest with his dealers and gave them his impressions of America and the Royal typewriter factory, gained at the time of his visit to our country last June. Mr. Foist's detailed account of the Royal's production methods proved extremely interesting to his dealers, to whom Mr. Foist also related a number of incidents regarding the methods used throughout our entire business organization.

In the illustration at the right we reproduce a photograph of Mr. Foist's display at the Prague Sample Fair, the gentlemen shown being a few of his dealers who happened to be present at the Exhibition at the time the photograph was taken. The illustration shown in the center is a view taken at the banquet which Mr. Foist tendered to his dealers at the time of the Convention. Reading from left to right, the gentlemen shown are: Messrs. Wenzel Matous,

Needless to say, the dealer's conference held by Mr. Foist had a definite purpose in bringing together his various representatives, who were thus afforded a splendid opportunity of becoming acquainted with each other. This will naturally serve to increase more than ever the splendid spirit of co-operation existing in Mr. Foist's sales organization.

Almost coincident with the holding of the Prague Sample Fair was the



Brunn Exhibition Markets, which took place only a short time before. In Brunn, Mr. Foist is represented by Messrs. L. Mazanek & A. Smatlak, these two gentlemen being among the most active of Mr. Foist's dealers. As a result of their well planned efforts, a very excellent display was arranged in the Exhibition Markets, a view of their exhibit being shown in the photograph at the left. Our readers will readily agree with us that the display was indeed a most

very well taken care of in the Brunn Exhibition Markets by his dealers in that city.

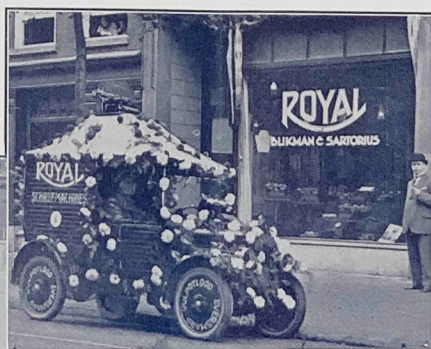
These various activities on the part of Mr. Foist and his organization are indicative of that gentleman's progressive policies and his desire to more strongly and intensely develop our mutual business in Czechoslovakia. Knowing Mr. Foist as we do, we are sure that his efforts will be productive of even more pronounced success for the Royal in Czechoslovakia.

Sales Conference in Rotterdam

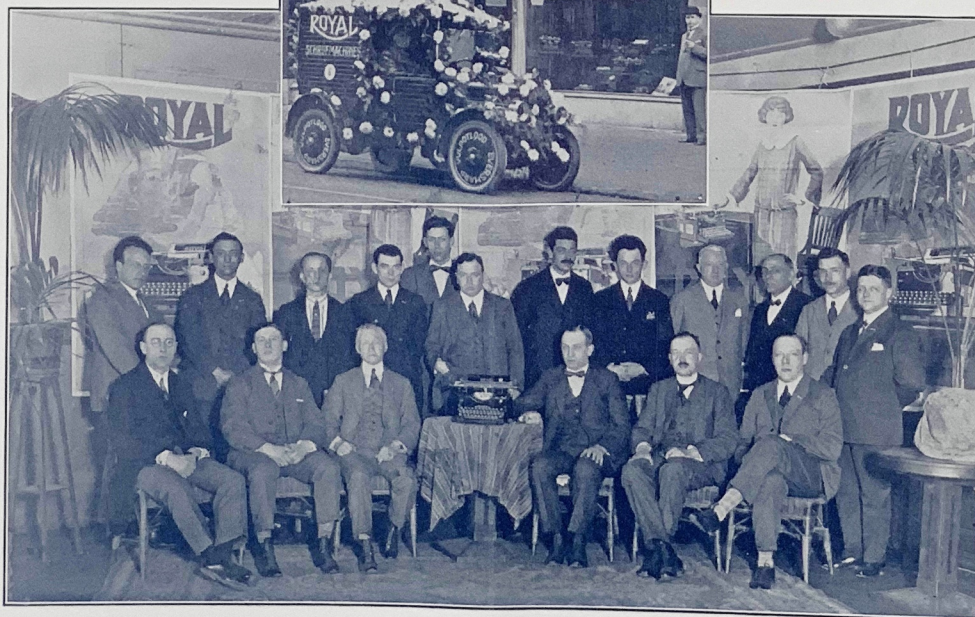
Upon the occasion of a recent visit by Mr. T. T. Malleon, our Foreign Sales Director, Mr. Jan de Flines, one of the directors of Messrs. Blikman & Sartorius, Royal dealers for the Netherlands, arranged a meeting of their various sales representatives connected with the Rotterdam Branch office of the firm. The meeting resulted in the development of a number of ideas to be used in connection with special plans that were being made for the further expansion of Royal business throughout the Netherlands. The plans formulated by Mr. de Flines and his branch managers have resulted in a noticeable increase in sales during the recent months as compared with the results obtained last year.

At the right, we are reproducing a photograph taken at the time of the meeting of this sales organization. Reading from left to right, the gentlemen shown seated are: Messrs. v. d. Witte, Everaars, Rotterdam Manager, de Flines, Director of the Firm,

Above—Novel Delivery Car for Use in Motor Show



Below—The Sales Conference of Blikman & Sartorius Officials



Smit, Smits and Wyers; standing—van Zweden, de Vries, van der Veers, van Leur, Speyer, Jr., Geerema, Kemschot, Elerie, Malleon, Speyers, de Roos and Janssens.

It was our Rotterdam friends also who were responsible for the unusual motor car display shown in the illustration at the top. This delivery car was especially decorated to take part in the Motor Show held every year in the city of Rotterdam. Observe how the Royal typewriter has been displayed on the top and at the front of the car. To say the least, this is exceptionally good advertising.

In the background may be seen the entrance and show window of our dealer's premises in that city, the gentleman standing near the window being Mr. D. J. H. Everaars, Manager, Royal interests in Rotterdam and the surrounding territory certainly seem to be in capable hands and we can confidently expect Royal business there to show persistent and gratifying progress.

ROYAL BALL BEARING SPRING BARREL

While many parts or mechanisms stand out prominently on the Royal Typewriter, and their functions thoroughly understood and commented on freely in demonstrating the machine, yet there are many parts and mechanisms hidden away in the machines whose functions are very vital, and due to the very fact they are hidden, are not mentioned or thought of. It speaks well for these hidden parts that they go on day in and day out, year after year, performing all they are asked to do and very, very seldom fail. Of course, everyone realizes the extreme care that is necessary to manufacture these parts and mechanisms, and that being hidden they are apt to be neglected by the user of the machine; that is why we particularly emphasize the fact that they give us very little trouble.

Many, many times during the year, favorable comments are expressed about the carriage of our typewriter. The smooth, silky, easy running action is a revelation to typewriter operators. One of the factors that helps in getting this result, is a mechanism hidden below the Carriage, a mechanism built with the precision of a watch, and its action is as smooth and silky as can be imagined.

The Ball Bearing Spring Barrel is a very interesting mechanism, it adds much to make the Carriage free and quiet running.

Just take hold of our Carriage on our machine now, and you will be astonished at the even tension when Carriage is at extreme right or left. The Spring itself is of a high grade material, made especially for us, and allows of flexibility, as obtained in very few spring metals. Its tension adjustment is controlled by means of an adjusting screw which is permanently located in Segment and

reached through the Top Dust Plate left. You can imagine the care necessary to have the size of the steel absolutely uniform so as when it is coiled, its resiliency and tension is as near correct as humanly possible to have it so. The Spring is hardened to a special requirement, and its life is of many years' duration; in fact, it never gives out. These Springs are very carefully set by the factory, and very rarely is there any need of further adjustment. Now and again, some operator will ask for a little heavier or lighter tension to suit their particular needs, and in a second the change can be made as required.

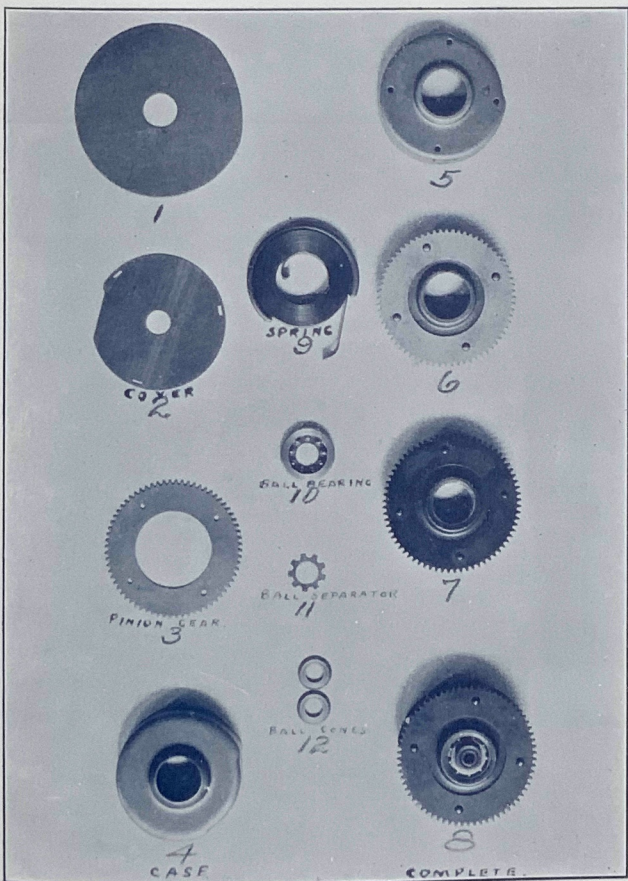
This main spring when uncoiled is 8 feet in length, 9/32-inch wide and .017 thick, and as stated before, made exclusively for the Royal Ball Bearing Spring Barrel.

There are nine 1/8-inch Balls running in a hardened and lapped Ball cup, these balls evenly spaced by ball separators, the workmanship being so close and painstaking that it equals a high grade automobile bearing; in fact, its design and workmanship is practically the same.

There are several operations to make the cover of the barrel, as shown in the picture; one operation, the blanking, is done on a 150-ton press.

The Pinion gear is clearly shown and has several operations, No. 7 shows the gear and ball cup complete and No. 8 shows Barrel complete, ready for assembling into the typewriter.

Please do not forget the important duty of the Ball Bearing Spring Barrel, and to those who have been with the company many years, this article may make them realize that quality within is never given its just reward, because it is so often little thought of and like the silent worker, is often overlooked.



"SERVICE"

BY J. SCHILLINGER ASST. SALES MANAGER

The only sure and sound construction of success as an individual or an institution depends upon the quality and quantity of Service rendered.

It is not enough that our Company turn out a remarkable typewriter—we must give quality and quantity Service. Quality shall always be the first element of our Service and quantity shall ever be the second consideration. Thus shall we establish not only the reputation but the character of serving best and serving most. Therefore by serving in this manner we shall deserve and receive proportionately.

Probably one of the most important things in life is Service. We as individuals receive out of life only as much as we put into it. This simple rule naturally applies to business because business is a big part of life. We make a quality product and we receive quality distribution. We render quality Service and we receive satisfied customers who continue to buy our product.

The facts above are all dyed in the wool facts, therefore, we can safely look ahead and expect the Royal typewriter to out sell other similar products. Our Company manufactures the best typewriter in the world today. Every man in the Service Organization knows this to be true because the mechanical instinct in him compels this fact to be recognized. Who with any sense of mechanical learning can doubt the ability of the Royal machine to forge ahead. We of the Service Department do not hesitate to say that one half of the Service necessary in other machines is already embodied in the Royal typewriter—We have but to care for the other half, and we will do this in the same spirit of Service that prompted our engineers when they planned and built this machine of refinement.

We have a pleasant duty in caring for our customers. The customer appreciates our Service because he knows that we help him. The Serviceman is always welcome—open the customers door and walk in with a smile and you will leave them in the same mood. By doing this you pave the way for our friend the salesman who sometimes finds the door a trifle hard to open.

Once a Royal customer always a Royal customer, this should be our aim and it is the Serviceman who has the opportunity to seal the bond of friendship between the customer and our Company.

We have the machine and we will continue the spirit of Service. The rest is a matter of time when we will be rewarded proportionately.

POETS' CORNER

Apropos of Mr. Pillow's little contribution in last month's ROYAL STANDARD, about "He who whispers in a well," and aent the "one time, two time, small time baby" of a salesman who ballyhoo's, Mr. William H. White at the factory submits the following, a la Longfellow—

"He who from the tree top yells, That he the only good thing sells Becomes a nuisance and should go Into the well,—perhaps below." Clever enough, isn't it? We are awaiting more stanzas from the fertile pens of our amateur poets. Get in the game.



A SAN ANTONIO WINDOW DISPLAY

A very interesting display is shown in the photograph above. Mr. Jackson, Manager of the San Antonio Office, arranged with the Brown Cracker & Candy Company, a great Texas institution which is really the Loose-Wiles Biscuit Company, for a display of Loose-Wiles products in the store window, together with the statement that this big company has

been converted to Royal Typewriters. The display was very attractively arranged and attracted a great deal of interest among passersby.

The San Antonio Office has an excellent and prominent window and Mr. Jackson makes use of it to further spread the Royal gospel among the people of San Antonio.

PROMOTIONS FOR BRANCH MEN



Mr. Walker

During the month of October three more branch managers were promoted from the Royal ranks.

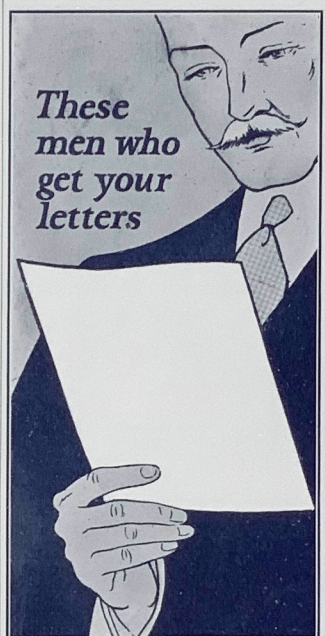
Mr. C. D. Walker, who has served with excellent results as manager of the Grand Rapids Office for several years, has been made manager of the Dallas Branch. Mr. Walker is an alumnus of our Detroit sales force and has given a good account of himself in each of his capacities as salesman and branch office manager. Paraphrasing Mr. Greeley's famous saying, the modern version has it—"go South, young man, go South." Clarence Walker has, and the chances are

that he will, make the fur fly from some of our worthy competitors before very long.

Another promotion advanced Mr. G. W. Pettit, one of Paul Jones' excellent salesmen at Kansas City, to the managership of the Denver Office. Mr. Pettit also has a good record behind him and the chances for his success in charge of Denver are very big.

Mr. L. E. White, formerly manager of Omaha and lately a salesman at St. Louis, has been made manager of that branch. St. Louis, one of our best branches and long the stamping ground of our good friend, George Ralls, is in capable hands in Mr. White's direction and should maintain its already high prestige.

NEW ROYAL LEAFLET



WRITING ROYAL to a pedestal of QUALITY AND EFFICIENCY.

A small leaflet "These Men Who Get Your Letters," which we have just published, awakens the business man to a realization of this big factor in business correspondence. It sets the machinery in motion for the entrance of a machine that will give his letters that touch of quality—APPEARANCE.

This leaflet is printed in English only. If you can use a quantity, send in your order.

SPEED ARTISTS

Talking about Seven League Boots, our sales managers, Mr. Lavat and Mr. Barlow, can give any of the fabled distance-eaters a thousand miles head start and trim them handily. Mr. Lavat thinks no more of beating the fast mail across country to Frisco, and Mr. Barlow of "making the loop" than ye editor does of coming to work in the morning.



First impressions are lasting. The impression the recipient gets when he unfolds a letter is tremendously important.

Royal typed letters fulfil all the requirements necessary to create that lasting first impression. Appearance of Royal typed letters is one of the features which has raised the EASY

ROYAL MACHINE-A-DAY CLUB

OCTOBER

NEW MEMBERS



J. E. GARDNER Jacksonville



W. H. KIRCHOFFER Kansas City



J. H. HANSON Philadelphia

H. J. BECKER New York

REPEATERS

AKRON

- L. J. Michel
ATLANTA
C. C. Crawford 5*
S. N. Malone
J. W. Mann 12*

BALTIMORE

- E. G. Dodge 24*
P. F. Hamsch
J. A. Jean
J. C. O'Keefe

BANGOR

- H. W. Boshan
BIRMINGHAM
A. Patterson
BOSTON
L. C. Barlow 9*

BRIDGEPORT

- J. F. Buckley 2*
H. E. Burton 22*
F. I. Crocker
F. J. Edwards

BUFFALO

- C. M. Pillow 12*
W. F. Wegener
CHICAGO
W. G. Brown 2*

CINCINNATI

- L. A. Platz 4*
CLEVELAND
G. J. Holder
M. C. Hull 19*

DALLAS

- C. D. Walker
DAVENPORT
G. D. Lawless
DAYTON
O. P. Gilmore

DES MOINES

- W. H. Mitchell
P. S. Jones
DETROIT
C. Bailey
C. W. Knox

EVANSVILLE

- L. D. Teeters 14*
K. F. Walker
O. T. Wheaton
DEALERS' M.A.D. ROSTER—January to September
Mrs. S. D. Hendley 9*

FOREIGN MACHINE-A-DAY CLUB

- CANADA—Royal Typewriter Company, Ltd.
GREAT BRITAIN—Visible Writing Machine Co., Ltd., London
1—H. D. Ebbutt*
2—J. Harrison
3—F. Tree

OCTOBER SCHOOL SALES

The number of school sales secured by our Branches and Dealers during October show a gain of 50 per cent. over the school sales of October 1924. This is a remarkable record and we appreciate the good work which has been done.

Our Indianapolis Office heads the list for October by securing a very large percentage of its quota. St. Paul is second and Peoria is third.

Indianapolis is also ahead for the year based upon the percentage of quota secured to November 1. Fresno is second and Louisville is third.

Columbus has the distinction of securing over 100 per cent. of its school quota nine months out of the last ten and heads the list in this division of our School Sales Contest. Fresno is second, having secured 100 per cent. of its quota eight months out of the last ten.

Our School Contest for the year is still an open fight and the records made during the next two months will determine the winners as neither of the cups have been won to date.

Our Dealers made a very large gain last month over October of last year and they have secured more school business to November 1 than during any other previous year of which we have a record.

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EMPLOYMENT DEPARTMENT

Miss Cherry, Employment Manager of our St. Louis Office, secured the highest percentage of her quota under positions filled during October. Miss Peek, Employment Manager of our Kansas City Office is a very close second.

Under percentage of sale quotas secured, Miss Peek is first and Miss Cherry is second. Mrs. Clark, Employment Manager of our Boston Office, heads the list under the number of beginners placed in positions during the month and Miss Wirtenzen, Employment Manager of our New York Office is second.

Mrs. Doriss, Employment Manager of our Philadelphia Office is first, based upon the number of "tips" received through her department.

The number of positions filled during September shows a gain over September of last year, and it is interesting to note that our Employment Managers have made a gain every month this year over the corresponding month of last year.

In our Branches, Miss Dudley, Employment Manager of our Fort Wayne Office, secured the largest percentage of her quota last month under positions filled. Mrs. Smith,

Employment Manager of our St. Paul Office is a close second. Mrs. Smith secured the highest percentage of her sales quota during the month.

We regret that all of our Employment reports for last month have not been received as we are anxious to show the standing of all of our offices each month.

DISTRICT BRANCHES POSITIONS

- 1—St. Louis
2—Kansas City
3—Atlanta
4—New York
5—Minneapolis
6—Indianapolis
7—Boston
8—Portland, Ore.
9—New Orleans
10—Chicago
11—Detroit
12—San Francisco
13—Buffalo
14—Cleveland
15—Philadelphia
16—Dallas
17—Cincinnati
18—Louisville

DISTRICT BRANCHES SALES

- 1—Kansas City
2—St. Louis
3—Atlanta
4—Indianapolis
5—Louisville
6—San Francisco
7—Chicago
8—Cleveland
9—Minneapolis
10—New York
11—Boston
12—Dallas
13—Peoria
14—Buffalo

A. M. STONEHOUSE, Manager, School Department.

BRANCHES

- 1—Ft. Worth
2—St. Paul
3—Akron
4—Duluth
5—Oakland
6—Columbus
7—Johnstown
8—Omaha
9—Portland, Me.
10—Newark
11—Milwaukee
12—Rockford
13—Denver
14—Rochester
15—Birmingham
16—Peoria
17—Providence

TACT IN TELEPHONING

BY PAULINE DONSTAN BELDEN



One of the important factors in any telephone conversation is the proper exercise of tact.

Let no one get the idea that this personal attitude is an excuse or justification for indifference, or inattention, or coldness.



Tact is an intuitive appreciation of what is fit, proper and right. What does "intuitive appreciation" mean? Intuition is that faculty which enables the mind to perceive truth immediately—

independently of reason. Offended feelings might tempt one to return a sharp answer, if it is not kept in mind that he is the mouthpiece of the institution and gives the impression of its personality.

In order to develop an intuitive telephone appreciation of the proper attitude toward others, one must keep in mind the person who is to be pleased. Is it the one who is calling or the one who is called? If one is really tactful, he always tries to please someone else.

The tactful person makes it a point to adapt himself to the individuality of the other person. He gauges the talker over the telephone and forms his judgment of the other person's knowledge, station in life, likes and dislikes only by the sound of his voice and his choice of words.

We speak of a "tactful manner." This manner characterizes the person who always "rubs us the right way" and by so doing, puts us in a frame of mind to please him.

Why do men, and women too, take down telephone receivers with chips on their shoulders? Why do they lose self-control if the person calling does not enunciate well or hasn't the faculty of stating his business lucidly?

Courtesy: A tactful person, as a matter of course is courteous, for courtesy is a "feeling attitude" which finds expression through words, tones, and actions. It must be distinguished from good manners, which do not come from a feeling within, but rather from a conventional following of customs; from politeness, which is a service and a service only.

Politeness has been called "the oil which lubricates the wheels of society." Courtesy may be called a lubricant which will help to run your business smoothly. It is one of the necessary requirements in an employe, to say nothing of the executives. It is the outward expression of kindly appreciation and recognition of the good points of other people.

In telephone conversations, an employe's courtesy should stand the test of self-importance in others. The employe should remember that his business is to serve—not to judge nor reform; that the customer's opinions and desires should be considered of first importance. The employe should always keep in mind that divided interest and attention are not courteous nor good business.

If the voice of a business, the voice heard by the outside public, does not reflect credit upon the concern, steps should be taken at once to correct the condition. If telephone calls are not handled with courtesy, with pleasant voices and clear enunciation, business is hurt every hour of the day. The voice of a business should smooth the feelings of those who communicate with it, rather than irritate them. A telephone may give a business an "inadequate personality." It may be a ball and chain, a drag upon progress.

OCTOBER STANDING

- 1—Indianapolis
2—St. Paul
3—Peoria
4—Birmingham
5—Fresno
6—Springfield, Mass.
7—Youngstown
8—Worcester
9—Atlanta
10—Louisville
11—Portland, Ore.
12—Bridgeport
13—Duluth
14—Jacksonville
15—New York
16—Hartford
17—Toledo
18—Boston
19—Cleveland
20—Bangor
21—Philadelphia
22—Evansville
23—Cincinnati
24—Albany
25—Newark
26—Portland, Me.
27—San Francisco
28—Toledo
29—Buffalo
30—Pittsburgh
31—Waco
32—Fort Worth
33—Johnstown
34—Milwaukee
35—Davenport
36—Grand Rapids
37—Houston
38—Little Rock
39—Washington
40—Akron
41—Des Moines
42—Harrisburg
43—Denver
44—San Antonio
45—Baltimore
46—Omaha
47—Minneapolis
48—Dallas
49—Erie
50—Kansas City
51—Oakland
52—Rochester
53—Rockford
54—Scranton
55—South Bend
56—Wichita Falls
57—Springfield, Ill.
58—Cincinnati

STANDING OF BRANCHES TO NOV. 1

- 1—Indianapolis
2—Fresno
3—Louisville
4—Bridgeport
5—Columbus
6—Grand Rapids
7—Springfield, Ill.
8—Providence
9—Peoria
10—Rockford
11—Atlanta
12—Boston
13—Davenport
14—Hartford
15—Evansville
16—Oakland
17—Portland, Ore.
18—Fort Wayne
19—St. Paul
20—New York
21—Milwaukee
22—Cleveland
23—Los Angeles
24—San Antonio
25—Jacksonville
26—Richmond
27—Youngstown
28—Springfield, Mass.
29—Dayton
30—Portland, Me.
31—St. Louis
32—Akron
33—Kansas City
34—Waco
35—Newark
36—Baltimore
37—Wichita Falls
38—Johnstown
39—New Haven
40—Erie
41—San Francisco
42—Buffalo
43—Birmingham
44—Chicago
45—Des Moines
46—New Orleans
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48—Cincinnati
49—South Bend
50—Memphis
51—Denver
52—Fort Wayne
53—Houston
54—Duluth
55—Rochester
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60—Harrisburg
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64—Washington
65—Dallas

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